

HUMOR IN A JUGULAR VEIN

TALES CALCULATED TO DRIVE YOU



No. 3
JAN.-FEB.



10¢

MAD



MAD MUMBLINGS



The letters finally have been coming in on MAD No. 1. Very sorry that we can't begin to print all the notes we received, due to space limitations. Nevertheless, our most heartfelt thanks to all of you who did send letters. Every one has been carefully read and digested!

Dear Editors,

Our most appreciative thanks for putting out a "comic" book... Yours is the first one that has stayed in the barracks without being thrown out after being read. I have never heard people laugh out loud at a comic magazine before!—Cpl. Eugene F. Shanlin—U.S.M.C.—Cherry Point, N. C.

... Being up here in Alaska gives a person a lot of spare time. MAD gives us a lot to laugh about. A/2c Corker Sapp—USAF—A.P.O. 942.

... MAD is the latest door to a section 8 discharge. —"Spider" Stanek, Mike Brennan, and "Melvin" Harris—USN—F.P.O., N.Y.

... Allow me to congratulate you! You did it again. —Bill Dennis—Easton, Pa.

... MAD was so funny that... I just had to stop and lean against a telephone pole while I laughed.—Nancy Cash—Louisville, Ky.

... Why didn't you do this before?—Jim Bruffey—Parkersburg, W. Va.

... Before I read it, I was a happy carefree person. Now they won't even let me out of this padded cell.—Laurin Lewis—Mental Hospital, Calif.

... If I didn't have a nice soft floor to roll on, I'd have probably landed in the hospital.—Richard Grant—no address.

... I am knocking my head against the wall... —Don Emkens—San Bernardino, Calif.

... Your new magazine is a scream.—Larry Van Cleef—Nampa, Idaho.

... Nearly died laughing.—Jerry Widener—Portales, N. Mex.

... Just what the doctor ordered.—Jon Doy—Chicago, Ill.

... Knockout!—Aristo Lumbré—Wash., D.C.

... Simply delirious.—James L. Bartz—El Paso, Texas

... Oh, you silly boys!—Ronnie Baumgardner—Bloomington, Ill.

... A real peachy-keen jim-dandy comic.—Ted Eggers—Yonkers, N. Y.

... Real George. Quite gone.—Mary Moseler—Muskegon, Mich.

... It's cool. It's crazy!—Melvin—Mishawaka, Ind.

... I flipped!—Wamial Dundle—Rochester, N. Y.

... Great! Great! Great! Great! Great!—Joe Anderson—Brooklyn, N. Y.

... WOW!!!—Edward Saffin—Ft. Wayne, Ind.

... YAHOO!—Tommy Balacek—Astoria, L. I.

... AAAAIEEE!!—Joe Hahn—Seattle, Wash.

... We started a MAD club.—Fred Delse—Shaker Heights, Ohio.

... Long live MAD!—Bob Galeria—Merced, Calif.

... My love to Melvin.—Joan M. Robinson—Phila., Pa.

... Please inform how to get one disposable, prefabricated robot woman.—M. C. Sinald—Canton, Ohio

As you can see, MAD readers certainly are! However, all is not peaches and cream in the mail-box. Here's a sampling of some of the criticism we got!

Dear Editors,

All I have to say about your new magazine... is that it is disgusting.—R. Schmitt—Chicago, Ill.

... I didn't find it one bit funny.—B. J. D.—Kansas City, Mo.

... Not only weren't your stories not funny, I found some of them very stupid.—Joseph Raymond—Baltimore, Md.

... MAD is awful.—Francis Minick—Marceline, Mo.

... A new low in the comic book industry.—Joe White—Chicago, Ill.

Well, we hope the critics are wrong! In any case, as long as we have a drop of India ink left in our veins, MAD will go marching on! Subscriptions to MAD, or any other E. C. mag, cost 75c each... six issues... full year's output! Please keep writing, suggesting, criticizing, etc. The address for mail or subscription orders is:

Mad Editors
Room 706, Dept. 3
225 Lafayette St.
N. Y. C. 12, N. Y.

THE STORY YOU ARE ABOUT TO HEAR IS FALSE! ONLY THE NAMES HAVEN'T BEEN CHANGED SO AS NOT TO PROTECT THE WRITER OF THIS STORY! AND WHEN JOHN LAW GETS A LOAD OF THIS COMIC BOOK, YOU CAN BET MANY A COMIC BOOK WORKER WILL BE RUNNING FROM THE...

DRAGGED NET!



WE'VE GOT AN A.P.B. ON AN M.O. FROM A P.D.Q. ON THE B.V.D. A MAN WAS FOUND MISSING FROM HIS APARTMENT!



THERE WAS BLOOD ON THE FLOOR, BULLET HOLES IN THE WALL, AND A BLOODY BUTCHER KNIFE MATTED WITH HUMAN HAIR IN THE SINK! WE HAVE REASON TO SUSPECT FOUL PLAY!



WE DON'T KNOW WHO THE VICTIM WAS, WE DON'T KNOW THE KILLER, AND WE LOST THE ADDRESS OF THE APARTMENT! YOUR JOB! **GET 'IM!**



... WELL, ED, THE ONLY LEAD WE HAVE IS A GIRL NAMED DESIRE WHO WAS FOUND AT THE SCENE OF THE CRIME WITH A SMOKING PISTOL IN HER HAND! IT'S A SLIM LEAD! OUR JOB! **GET 'IM!**



DID YOU SEE THE MOVIE AT THE BIJOU, JOE?

THE GIRL WORKS IN THIS TAXI DIME-A-DANCE HALL! THIS IS THE ROUGHEST SPOT IN TOWN! OUR PATROLS HAVE TO GO OUT IN SQUADS! KEEP YOUR GUN READY! WE MAY BE KILLED AT ANY MOMENT!



... IT WAS A DOUBLE FEATURE AND A NIFTY CHAPTER!

I DON'T KNOW WHAT SHE LOOKS LIKE, BUT WE DON'T WANT TO AROUSE SUSPICION BY ASKING QUESTIONS! WE'LL JUST FOLLOW A LIKELY SUSPECT!



THAT ONE?



N-NO! NOT THAT ONE!

THAT ONE?



MMM... NO! NOT THAT ONE EITHER!

GOYNG!



THAT ONE!

SCUSE US, M'AM! WE'RE POLICE OFFICERS! WE JUST WANT TO ASK YOU A COUPLE OF QUESTIONS! ... ROUTINE!



FIRST QUESTION! WHAT'S YOUR PHONE NUMBER, DUMPLING?

C'MON, JOE! LET'S MAKE THE PINCH!



I SENT TO WASHINGTON, D.C. AND HAD THEM RUN THE I.B.M. ON TAXIDERM'S M.O. GOT BACK AN A.P.B. AND HIS M.O. SHOWS HE'S DEFINITELY GOT B.O.!!... TAXIDERM IS HIDING HYAR... HYAR IN THE HEART OF THE CONGO!



SCUSE ME, SAFARI! WE WANT TO ASK A COUPLE ROUTINE QUESTIONS!

FIRST QUESTION! WHAT'S YOUR PHONE NUMBER, DUMPLIN'... NO, NO! I MEAN... WHO'S SAFARI! IS THIS?

THIS NO SAFARI, KID! THIS A CONGO LINE... ONE, TWO, T'REE KICK!



AWRIGHT! WHO'S THIS SAFARI KIDDING? WE KNOW YOU'RE GALUSHA Q. TAXIDERM! NOW TALK!

WOULD YOU HOLD THIS A MOMENT, OFFICERS?

OH, SURE!



STEP BACK A MOMENT, OFFICERS!

NOW LOOK, GALUSH! IT'D BE A LOT EASIER ON YOU AS WELL AS US IF YOU'D TALK!



JUST EXCUSE ME FOR ONE MORE MOMENT, OFFICERS!

LOOK, GALUSH! WE KNOW YOU'RE STALLING! IT'D BE A LOT EASIER ON US AS WELL AS YOU AS WELL AS US AS YOU AS US...



C'MON, GALUSH! WHY'D YOU KILL HIM? TALK!

I DIDN'T KILL NOBODY! WHY YOU ASKIN' ME SUCH QUESTIONS?

JUST ROUTINE, BWAH!

HOW'D YOU SAY YOUR MOM'S FEELING, ED?



C'MON, ED! GALUSHA'S TOLD US THAT HE SAW A GUY NAMED NANOOK OF THE NORTH WITH A SMOKING AIR-COOLED ANTI-AIRCRAFT CANNON IN THE MURDERED MAN'S APARTMENT! IT'S A SLIM LEAD! OUR JOB! GET 'IM!

IN THIS CHAPTER... FIRST THE BAD GUY COMES...





W-WELL...H-H-HERE WE ARE, ED! WE'VE HIKE
ACROSS TIBET... UP TO THE HIGHEST PEAK OF
MOUNT MCKINLEY! WE'RE CLOSIN' IN ON
GLOTZ'S HIDEOUT, BWAH... CLOSIN' IN!

DID YOU
EVER TELL ME
HOW YOUR
MOM WAS?

IF THIS MOUNTAIN
YOU DID CLIMB-

WE MADE IT, JOE!
MADE IT, YOU
HEAR! WE MADE
IT!... NOW LEMME
TELL YOU HOW THAT
CHAPTER TURNED OUT!

THAT'S GLOTZ
HIDEOUT IN THAT
CAVE AHEAD!...
C'MON OUT,
GLOTZ!

YOU ARE STRONG
& YOU ARE BRAVE

COME OUT, COME
OUT, WHEREVER
YOU ARE!

LET
HIM
HAVE IT,
JOE!

SWOOSH!

AND NOW'S
THE TIME FOR-

IF YOU DON'T
COME OUT, WE'RE
COMING IN AFTER
YOU!

POW
RATATAT!
POW
AK AK AK
BLOW
KPOW
BAM

Burma Shave

CH-A-ARGE!

OH! BEFORE
ZARKOV GOES,
THERE'S
ANOTHER
PART...

ALL RIGHT, GLOTZ! WE GOTCHA!
IT'S MY DUTY TO WARN YOU!
ANYTHING YOU SAY WILL BE
HELD AGAINST YOU!

HEY! NOBODY'S
HERE!

TELEPHONE!

RRRING!

HELLO! THAT YOU, FRIDAY? THIS IS
THE CHIEF! COME ON BACK TO THE
OFFICE! GLOTZ IS HERE! ...
JUST GAVE HIMSELF UP!



QUESTIONS! QUESTIONS!
ALWAYS ASKING ME QUESTIONS!
I CAN'T STAND IT, I TELL
YOU! I CAN'T STAND
THEM QUESTIONS!



WE'RE RUNNING
LOW
ON BORSCHT!

JUST
ROUTINE,
BOY!

IT ALL STARTED WHEN I
WAS A LITTLE BOY! FATHER
WOULDN'T LET ME SET FIRE
TO MY PLAYMATES! I
BECAME FRUSTRATED...
PSYCHO-NEUROTIC!



SORRY!
NO MORE
BORSCHT!

BRING IN THE D.A.! I'LL TELL
YOU THINGS THAT'LL MAKE
CITY HALL BURN! I'LL TELL
YOU WHERE I HID THAT
OL' BODY...



OOH!
...I FORGOT
TO TELL YOU
THE FIRST
PART OF
THAT CHAPTER
BEFORE THE
OTHER PART...

GLORY BE,
JOE! WE'RE
COMING TO THE
END OF THIS
CASE! I'M
TIRED BOY,
TIRED!

ALL RIGHT, GLOTZ! WE'VE
TYPED UP A STATEMENT! JUST
SIGN HERE AND IT'LL WIND
UP YOUR CONFESSION TO
THE MURDER!



MURDER?
WHAT MURDER?

I DIDN'T
COMMIT NO
MURDER!

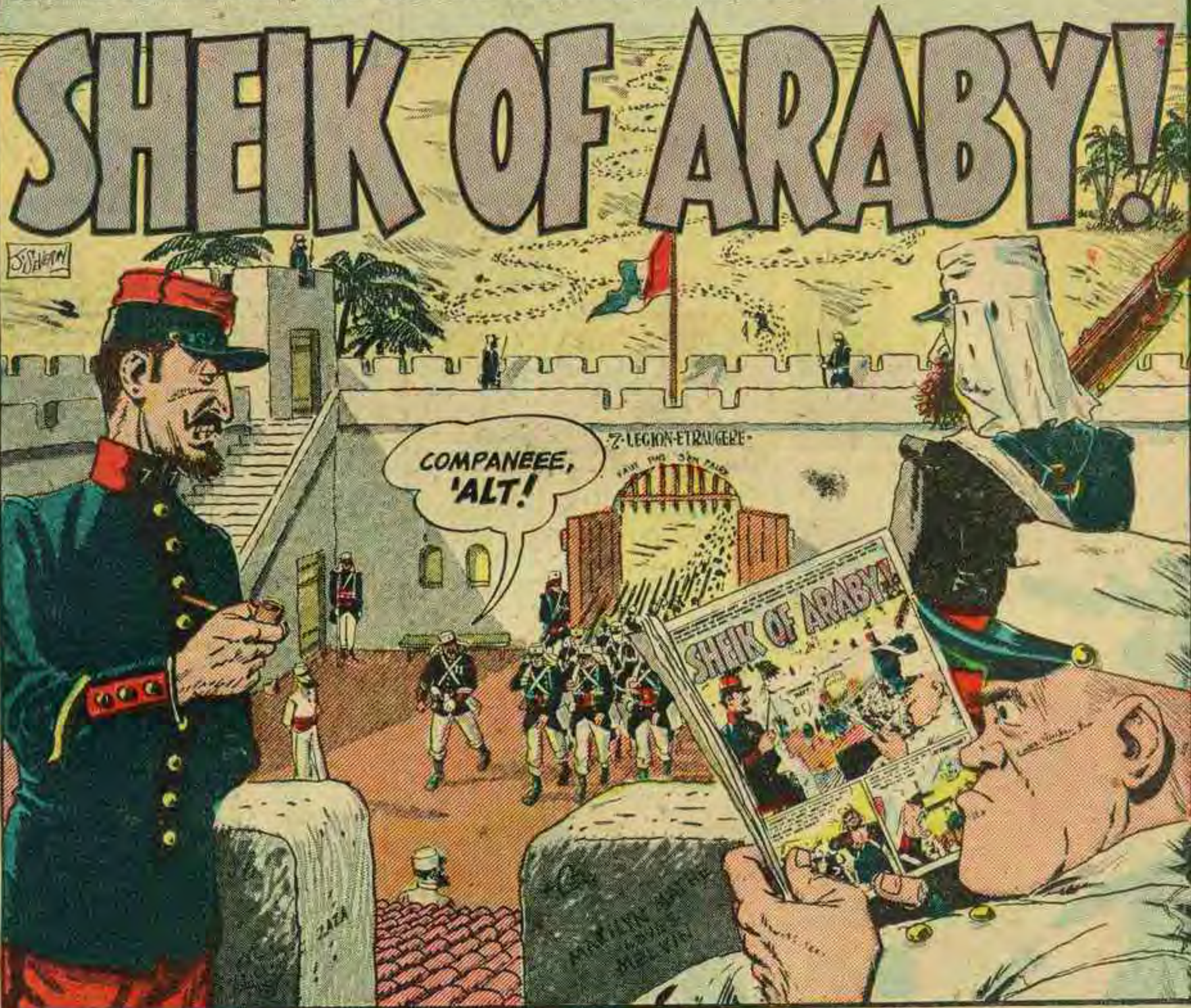
THE DEAD MAN
DIED OF A HEART
ATTACK... DIED
PEACEFULLY IN
HIS SLEEP!



IN OCTOBER OF FOURTEEN NINETY-TWO, THE CASE
WAS FILED IN SUPERIOR COURT! GLOTZ WAS
ACQUITTED, BUT JOE FRIDAY AND ED SATURDAY WERE NOT!

FRIDAY AND SATURDAY WERE SENTENCED TO LIFE IM-
PRISONMENT IN THE STATE BOOBY HATCH WHERE
THEY ARE NOW SERVING OUT THEIR TERMS!

FRENCH FOREIGN LEGION DEPT.: WE ARE ENTERING THE FORT OF WADI EL AYCARE, SITTING SUN-BAKED AND SOLITARY IN THE SHIFTING SANDS OF THE SAHARA! THE WATERLESS SAHARA, THAT HIDES THE SUN-BLEACHED BONES OF MEN, THAT HIDES THE TERRIFYING OUTLAW BAND OF THE ...



MES ENFANTS! ZAT WAS A STIMULATING WALK S'ROUGH ZE DES-ZERT... NEST-PAS? BUT WHAT EEZ A LIT-TEL FORTY MILE 'IKE... DOUBLE-TIME... TO ZE MEN OF ZE LEGION, EH, MES AMIS?



NOW... ALLONS... WE 'AVE ZE INSPECTION, TO SEE 'OW NEAT YOU 'AVE KEPT YOURSELVES! ZUT...

ATTENCION!







THAT SERGEANT
GUILLotine, BOY! SOME
DAY I'M GONNA LET
'IM HAVE IT, BOY!

COME, MON AMI! LET
US GO TO LE BARRACKS!
ZE SARJHANT, EES
TOUGH, BUT HE IS ZE
GOOD SOLDAT!



YOU SEE, IN ZE LEGION, ONE 'AS TO BE
TOUGH! WE ARE LE FORGOTTEN MEN
OF ZE WORLD! LE LEGION DOES
NOT ASK YOU WHO YOU ARE, OR WHAT
YOU 'AVE DONE! I WILL SHOW YOU...



ATTENCION!
GOSCINNY! WHAT
BROUGHT YOU
TO ZE LEGION?

HO HO! WAT
ELSE? I LEF'
PARIS BECAUSE
A JHEALOUS
HUZ-BAND
WANTED MY LIFE!



ALORS!
FROTHINGBASH!
WHY ARE YOU
IN ZE RÉGIMENTS
ÉTRANGERS?

... COUPLE OF
CHAPS WANTED
TO SEE ME!
SCOTLAND YARD,
YOU KNOW!
ABOUT MURDER
OR SOMETHING! HAD
TO LEAVE LONDON!



ALONS!
AND YOU
PASTAFAZOO!
WHAT BRINGS
YOU HERE!

I WAS A SHAKINA
DOWN ALLA EAST
SIDE SICILIANO
PIZZA-PIE JOINTS
TILLA I GAVE A
CARBINIERI DE
STILLET!



ALLEZ!
YOU
HOSSEN-
PFEFFER!
WHAT EES
YOUR STORY?

ACH! CHUST BECAUSE I
ORDERED MY REGIMENT
TO MARCH OVER A
CLIFF, UND DEY VENT,
DER KAISER HAS
KICKED ME OUDT
OF BERLIN!



MERCI!
AND W'AT
ABOUT
YOU,
RASPUTIN?

PTOO! IN MOSCOW,
WEET MINE BARE
HANTS I KEELED IO
COSSACKS FOR
CHEATING IN A GAME
OF ROSSIAN ROULETTE!

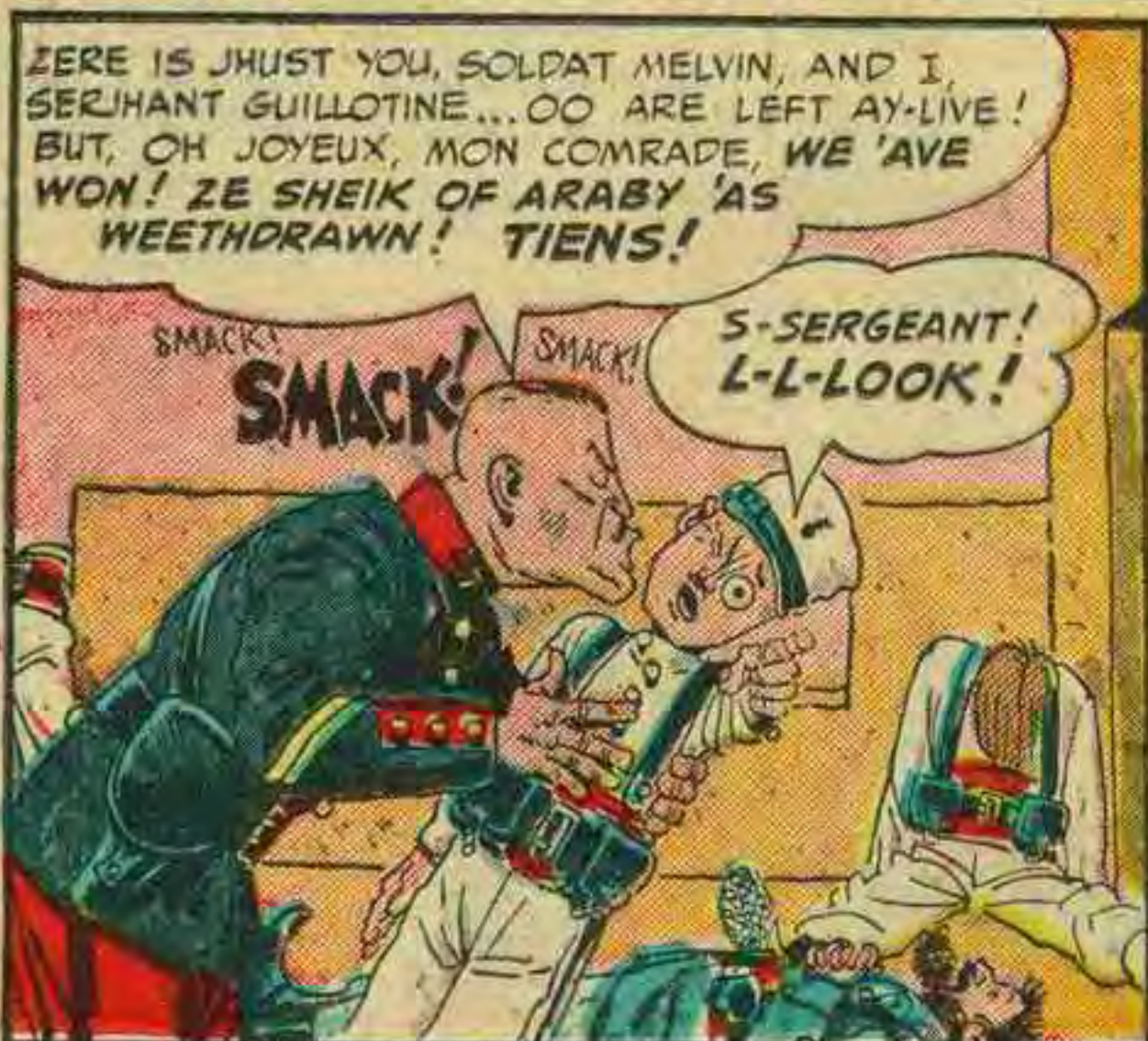


BOUCOUP!
AND... AND
WHAT OF
YOU,
MELVIN?

I'M TRYING TA GET
AWAY FUM MY
WIFE AN' KIDS
IN BROOKLYN!



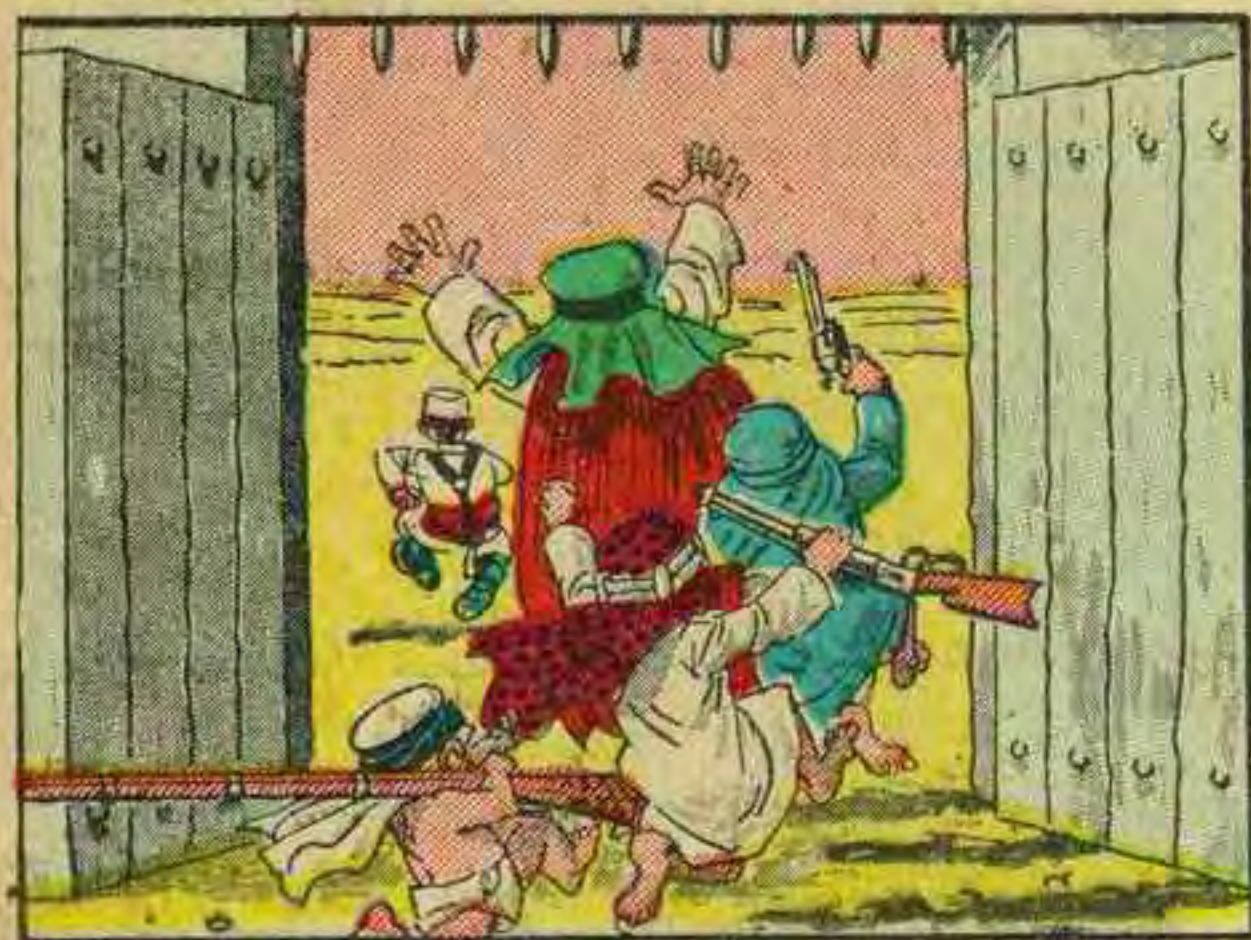






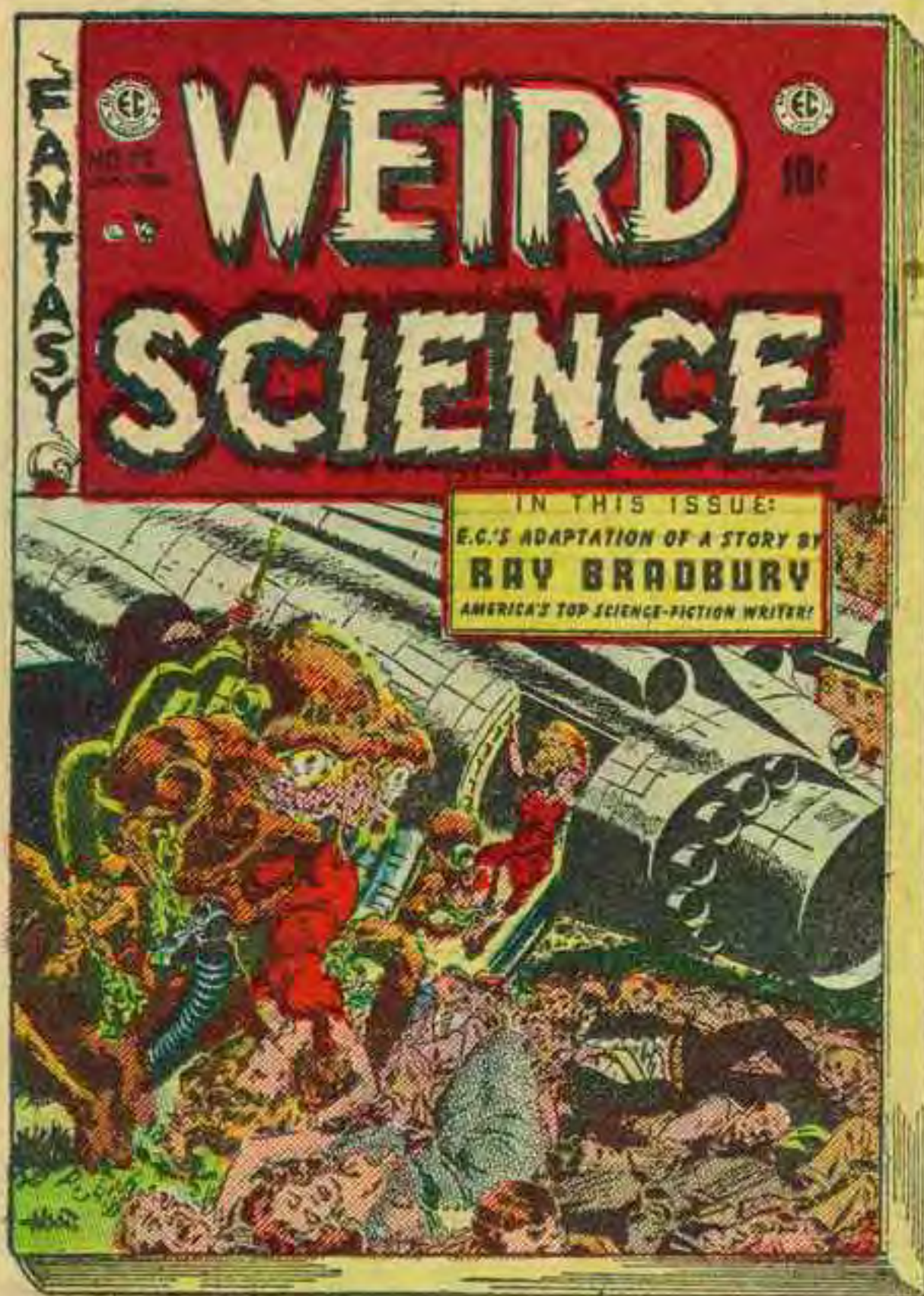
AND SO WE LEAVE THE DESOLATE DESERT OUT-POST OF WADI EL AYCARE! WE LEAVE AND TRAVEL OUT... OUT OVER THE SHIFTING SANDS!

...OUT OVER THE SAHARA... OVER THE BLEACHED BONES OF MEN WE TRAVEL! WE KEEP TRAVEL-ING, MY FRIENDS, OVER THE HORIZON, TO... TO... BROOKLYN!



E.C. FANS!

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ROOKIE GLADIATOR



Friends, Romans, Countrymen!

We are about to bring you the play-by-play of today's big doubleheader from the Colosseum! We have an exciting afternoon all lined up for you. Hear? Don't go 'way!

The SLAVES are going to take on the LIONS in the first game... and the league-leading GAULS will face the BRITONS in the night-cap. Those BRITONS are in the cellar as far as the league standings go, but they sure can make things hot for the first division teams! There is a common belief that whatever team is ahead by the Ides of March is a cinch to win the pennant. Well, that's not so! This flag race may not be decided until the last day of the season! The MOORS are in second place by only *one game* in the lost column!!

But now... a *word* from our sponsor!

"Why spend denarii on over-head when you can't wear it? Buy your togas at Tiberius's... off plain marble columns!! Tiberius has convenient stores in Britannia, Gallia, Armenia, Colchis, Iberia, Albania, Peloponnesus, and Graecia... open from nine until nine!"

The Colosseum is certainly crowded today. We're waiting for the official attendance. The right field bleachers are filled! Our booth is right above the box of Gaius Decius, the Illyrian Emperor of Rome. The game should begin any minute now! Decius will throw out the first SLAVE! I think the SLAVES are being familiarized with the ground rules. They don't seem to like standing in the center of the

arena. They want to come up into the stands! Since the LIONS are the visiting team, they'll get *first licks!*

Now the LIONS have come out on the field. The game has started! It appears that the LIONS are too strong for the SLAVES, who have been riddled with injuries since opening day.

But now . . . our sponsor!

"Travel the safe, luxurious way . . . travel the Appian Way! Rates are lower now than ever before! Special rates are available to centurions and their families!"

Now back to the game! This first contest is becoming a complete rout. Looks like the LIONS will shut out the SLAVES!

The crowd is waiting for the second game. They're going to get their first look at the young rookie gladiator in action. He was just brought up from the minors where he was burning up the Etruscan League! They say he has a good eye and plenty of speed. He's one of those bonus players! Decius gave him the Roman Senate as a bonus. I hope the boy lives up to his advance press notices. You know, there's an awful lot of pressure on him! He'll be eager . . . swinging for the fence!! He's in the big show now. But will he stick? If he does, the people will erect a statue to him in the Assembly. He'll be riding in the cat-bird seat of the Emperor's chariot!

If he fails . . . it'll be "thumbs down"!

The officials had better get this game under way! In the event the game is called on account of darkness, it won't go into the record books. The Roman League has a new ruling that the torches cannot be lit for a day game!

Ye Immortal Gods! I'd hate to have to fry fish for all the plebians assembled here today!



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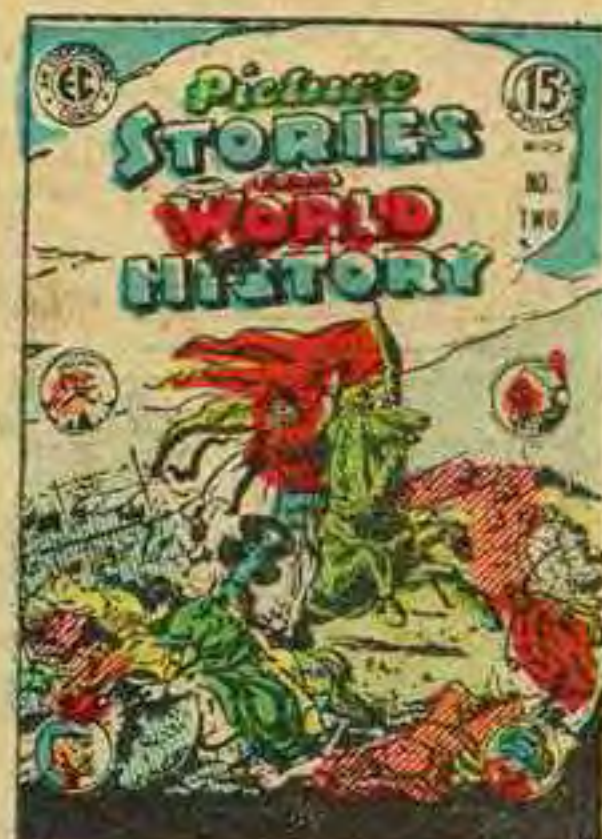


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THE DANDELION CAPER



Cosmo McMoon sauntered into Captain Malfeasance O'Malley's office . . . three hours late!

"Where have you been? What took you so long to get here after my emergency call?", asked the impatient law enforcer.

"I couldn't find a parking space outside headquarters for my yak!! It's corrupt politics . . . that's what it is! Discrimination against yaks!!! I notice the llamas get away with murder in this town!"

"The llamas have a strong lobby! I'd suggest you take your complaints before the city consul at their next meeting."

"Rest assured the Society for the Advancement of Bovine Ruminants from Upper Asia will hear of this indignity!! Meanwhile, I had to enroll Melvin . . . my yak . . . in a day nursery near uptown Central Park."

Captain O'Malley turned to introduce a nervous little man with a red walrus mustache. "Cosmo . . . this is Mr. Morningside Mac Mixmaster, president of Random Shack Publishing Company! One of his most brilliant authors is missing . . . perhaps kidnapped!!"

The publisher hastened to tell Cosmo the details. "No doubt you have read the latest best-seller by our precocious young writer, TRUMAN REMOTE!" Mac Mixmaster handed Cosmo a copy of "Other Hearses, Other Tombs", which had a picture of the author on the back cover. Truman Remote looked like a youth of eighteen. The lenses of his eyeglasses were of milk bottle thickness. His hair was combed down straight on his forehead in bangs and he had an air of detachment about him. In his left hand he held a dandelion.

"Quite a scholarly and intense personality", remarked Cosmo. "I'll wager he doesn't even bother to call for his royalty checks!"

"Yes . . . Truman Remote is *above* the mundane things of life! He would rather commune with nature. He spends most of his time collecting species of the *Taraxacum officinale* . . . the dandelion plant. I'd suggest you start searching for him in all the local parks and meadows".

* * * *

A few days later, Cosmo and O'Malley were combing the outfield grass in Lankee Stadium. They had searched every other park in the city but had found no clues. Suddenly, Cosmo came upon some withered and discarded dandelions. "Send these wilted dandelions to the city coroner for an autopsy. Find out how long they've been dead and whether they were *plucked*

or *strangled*!!" Just then, a new development in the case came forth . . . a trail of some more crushed dandelions! The two sleuths followed the trail all the way downtown. The trail ended at the curb in front of a dilapidated tenement house on the lower eastside!!

Suddenly, a black sedan swung around the corner! Cosmo yelled as he hit the sidewalk, "Get behind that storage mailbox, O'Malley, or you'll end up in the *dead letter office*!!!" There was a chatter from a Thompson sub-machine-gun. Then the assassin-car sped away. Cosmo was relieved to see that his friend was unharmed by the spray of slugs. "Did you get the license number, O'Malley?"

"The car was a Buick '49 with three Goodyear tires, one Firestone! The driver was blond, blue-eyed, 5'8", and weighed about 195. He was wearing a Bond suit, Adler elevator shoes, Argyle socks, a white Arrow shirt (15-35), and a maroon turtle-neck sweater! Too bad I couldn't get the license number. It all happened too fast!!"

"Well, never mind!", said Cosmo. "Let's force our way into the cellar of this house . . . the trail ends here!!" Captain O'Malley pulled his recoilless cannon out of his shoulder holster as Cosmo battered the four-ply oak door in with a butt of his knee-cap.

There, in the center of a long trough, his trousers rolled up to his knees, was Truman Remote!! He was stomping up and down . . . pressing dandelions with his bare feet! The dandelion juice ran from the trough into a huge fermenting vat. A tough looking character covered him with a revolver. Suddenly, the startled thug whirled and drew a bead on O'Malley! Cosmo shot the gunsel in the hand with a rapid burst from his high-powered slingshot!!

"So . . . we meet again, *Vino Muscatell*!! This time you'll rot in jail for kidnaping . . . and for forcing Truman Remote to make *bootleg dandelion wine*!!!"

* * * *

Now the case was closed and Truman Remote was restored to his anguished publisher. Cosmo was back in O'Malley's office when he received a phone call.

The voice on the other end said, "Hello! Is this Mr. Cosmo McMoon? This is Miss Marie Severin of the Uptown Day Nursery!! Come and get your Melvin . . . immediately! I can't do a thing with him. He won't share his milk and chocolate-covered graham crackers with the rest of the children!!"

HORROR DEPT.: A FOG LIES FLAT ON LONDON, LIKE AN OPAQUE BLANKET LYING AT THE BOTTOM OF THE STILL LONDON NIGHT! AND DOWN BELOW, THOSE OF THE LIVING... ONE BY NAME OF GODIVA... MOVE THROUGH THE MILKY FOLDS OF THE FOG... AS WELL AS THOSE OF THE DEAD... BY N-NAME OF...

V-VAMPIRES!













WESTERN DEPT.: AND NOW, LET US TELL A STORY OF YESTERYEAR, WHEN LAW AND ORDER RODE THE PLAINS ON A WHITE STALLION BEHIND A BLACK MASK!... LOOK! HERE HE COMES! A FIERY HORSE WITH THE SPEED OF LIGHT... A CLOUD OF DUST AND A HEARTY HIYO GOLDEN! IT'S THE...

LONE STRANGER!



YUH GOT ME, MASKED MAN! MUH BANK ROBBIN' DAYS IS OVUH! YUH GOT ME, 'TWEEN THUH EYES!



LEMME... LEMME JUS' DIG OUT THE BULLET HYAR! ...EEK! A GOLDEN BULLET!



WHY YOU'RE... YOU'RE THE LONE STRANGER!



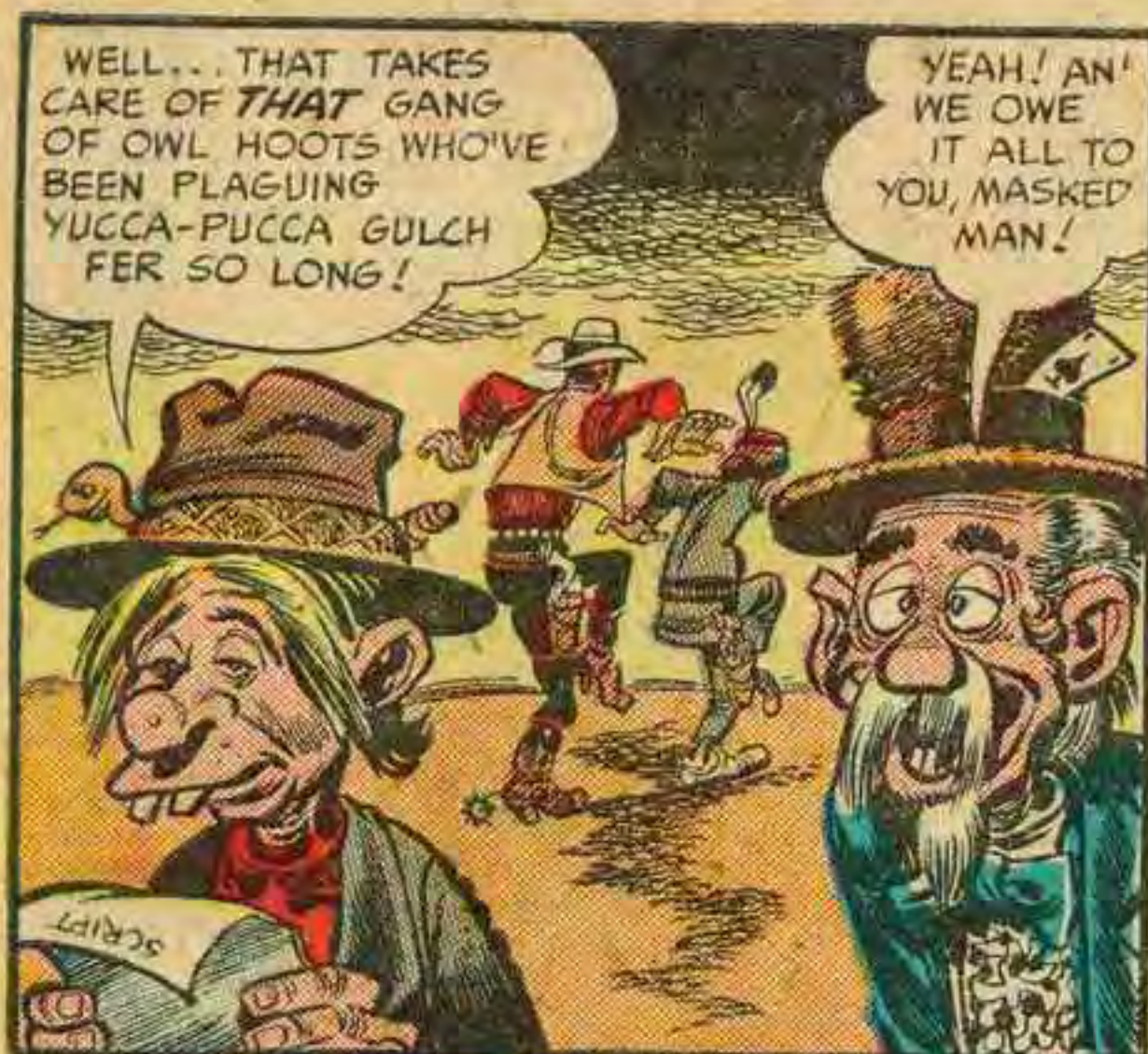












WELL... THAT TAKES CARE OF **THAT** GANG OF OWL HOOTS WHO'VE BEEN PLAGUING YUCCA-PUCCA GULCH FER SO LONG!

YEAH! AN' WE OWE IT ALL TO YOU, MASKED MAN!



MASKED MAN? HEY, MASKED MAN, HEY!

WHERE DAT OL' MASKED MAN?

THE MASKED MAN IS GONE!



SAY... WHO WAS THAT MASKED MAN ANYHOW?

HEY, BOY! LET'S HIT UM ROAD!

WAIT! WAIT, PRONTO!



WHY... THAT...

HEY, BOY! ME GOT TO MAKE BRUNCH!

NOT YET, PRONTO!



THAT MAN WAS...

ME WANNA GO SPYING IN DEM BAR-ROOMS, BOY!

NOT YET, PRONTO! WAIT... WAIT...



...THE LO-O-O-ONE STRANGER!

NOW! **HIYO GOLDEN...**

HAWAAAAA!

DRAT! MISSED AGAIN! COME BACK HERE, GOLDEN! COME BACK HERE!

CAR OWNERS SHOVE \$10 BILLS IN YOUR POCKET..

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auto seat cover values!

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BAMBOO

Newest Seat
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FIESTA



BULLFIGHTER



BLACK EBONY

KEY PRODUCTS CORP.,
Dept. 9912
800 N. Clark St., Chicago 10, Ill.
Rush Free Sample Outfit at
once. (If you own a car include
the following information):

Make Year Model

Name My Age
Address Yrs.
City State

"Scram! You SKINNY Scarecrow!"

the boys shouted at me
ONLY A FEW WEEKS AGO!

"I was a SKINNY, scared, girl-shy skeleton. Now I feel and look great. Pal, do as I did, right NOW! Mail the Coupon below.

**I gained 53 lbs.
of MIGHTY MUSCLE**
6½ inches on my CHEST; 3 inches
on each ARM. You can do it in
10 minutes a day!"

—New York

Roger D. Hirsch

YOU CAN WIN
THIS 15" TALL
SILVER TROPHY
AS THEY DID!
10 MINUTES
OF FUN A
DAY IS ALL
YOU NEED!



ROGER
HIRSCH
was an
112 lb. 6 ft.
weakling
LOOK AT HIM NOW!

"They used to call me,
'SKINNY, SKINNY'"

But look
at me now
—an All-
American
Jowett Cham-
pion"—says
John Sill, Utah, who
like millions, mailed
me 10c and a coupon
like the one below
YOU MAIL NOW!



"This is The GREAT CHANGE You
made in me in 90 DAYS!"

From a SKINNY WEAKLING to a MIGHTY
MAN. With ONE hand I can now lift
overhead a boy weighing 145 pounds.

I can bend a 1½
inch IRON BAR
around my neck.
Jowett gives you
muscle quality as
well as quantity."

Yours,

Jobie Jackson Jr.

ARKANSAS



Jobie Jackson
NOW!!!

Jobie Jackson
Only 90 DAYS ago!

"NOW, I am a NEW STRONG MAN.
It's wonderful! I never dreamed I
could live to have a big 49 inch
CHEST!! powerful 17 inch ARMS!! a
small 32 inch WAIST the big 17
inch difference between my chest
and waist attracts everybody's
admiration at the beach."

Felipe Mendoza

—CALIFORNIA



MAN! aren't YOU as SICK and
TIRED as I and thousands of
MIGHTY JOWETT HE-MEN
WERE
OF
BEING
SKINNY?

Then, Come on, Pal, do as they did!
Give me 10 Pleasant Minutes a Day
and I'll give YOU a NEW HE-MAN BODY
for your OLD SKELETON FRAME.

NO! I don't care how skinny or flabby you are; If
you're a teen-ager, in your 20's or 30's or over; if you're
short or tall, or what work you do. All I want is to MAKE
YOU OVER by the SAME METHOD I turned myself from a
wreck to a Champion of Champions.

YES! You'll see INCH upon INCH of MIGHTY MUSCLE
added to YOUR ARMS. Your CHEST deepened. Your BACK
AND SHOULDERS broadened. From head to heels, you'll gain
SOLIDITY, SIZE, POWER, SPEED! You'll become an ALL-
Around, ALL-American HE-MAN, a WINNER in everything you
tackle—or my Training won't cost you one single cent!

**Develop YOUR 520 MUSCLES
Gain Pounds, INCHES, FAST!**

Friend, I've traveled the world. Made a LIFETIME STUDY
of every way known to develop your body. Then I devised
the BEST by TEST, my "5-WAY PROGRESSIVE POWER" the
only method that builds you 5-ways fast. You save YEARS,
DOLLARS like movie star Tom Tyler did. Like Champ Roger
Hirsch . . . Like MANY THOUSANDS like you did. SO . . .



George F.
Jowett
Whom
experts
call
"Champion
of
Champions"

How to Build
MIGHTY
ARMS

How to Build
A MIGHTY
CHEST

How to Build
A MIGHTY
BACK

FREE
Photo Book How
to Achieve
Nerves of Steel,
Muscles of Iron

How to Build
MIGHTY
LEGS

How to Build
A MIGHTY
GRIP

How to BECOME A
MIGHTY HE-MAN

This may be Your LAST
chance to GET
AMAZING NATIONAL
EMERGENCY OFFER!
All these for only
5 Picture
Packed
COURSES
on He-Man
Building
while supply lasts!
MILLIONS have been
sold for \$1 & more

BOTH FREE FOR QUICK ACTION

1. Photo Book of STRONG MEN

2. MUSCLE METER

Dept. EN-212

"Jowett Courses
greatest in
World for
Building
All-Around
HE-MEN"
—R.F. Kelley
Physical
Director

JOWETT INSTITUTE OF PHYSICAL TRAINING
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George: Send me FREE Photo Book of Strong
Men, a Muscle Meter, plus all 5 HE-MAN
Building Courses: 1. How to Build a Mighty
Chest; 2. Mighty Arm; 3. Mighty Grip; 4.
Mighty Back; 5. Mighty Legs—all in One
Volume "How to Become a Mighty He-Man."
I enclose 10c. (No C.O.D.'s)

NAME AGE
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HURRY TO MAIL COUPON!

FLASH CAMERA OUTFIT

TABLE TENNIS

CHEMISTRY SET

FOOTBALL

BUCK ROGERS SONIC-RAY SPACE GUN

DRESSER SET

ELECTRIC MAGNETIC DART GAME

GET PRIZES

Make Money

GOLD WRIST WATCH FOR GIRLS



Attractive wrist-fit watch for girls. Beautifully styled in 10k rolled gold plate. Sell one order plus \$1.50.



Full size Ukelele plus ARTHUR GODFREY'S famous "push button" Player. Both for one order plus 75c.



"JET SWISHER"
A READY-TO-FLY JET AIRPLANE
Attach wings—light fuse—and away it goes. Flies 500 ft. high. Complete with engine & jet fuel. Sell one order.



FISHING TACKLE SET
Big 19-piece outfit, including all-metal carrying case. Sell one order of Seeds plus 75c.



DOLL LAMP
Every girl from 6 to 60 will love SOUTHERN BELLE. Beautiful 17" doll lamp. Sell one order plus \$1.00.



ELECTRONIC WALKIE-TALKIE
Complete 2-way talking system. Just string out wire—start talking. No batteries needed. Sell one order.



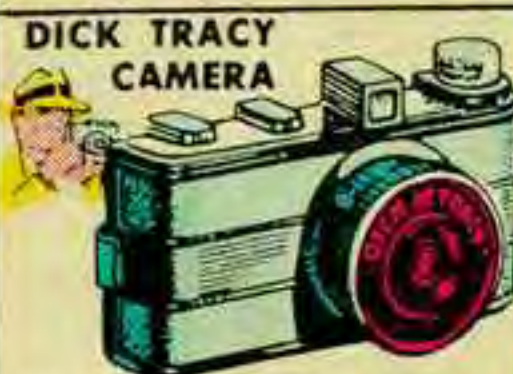
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Touch football, 21" basketball, rubber baseball, referee's whistle. Sell one order.



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Matched lenses, special shoulder strap. Sell one order.



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Figures shine in dark. Handsome, guaranteed watch. Leather strap. One order plus \$1.50.



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Camera, complete with carrying case. Sell one order.



Professional Type Junior Archery Set
For boys & girls. Includes hardwood bow, arm guard, 4 arrows, instructions. Sell one order plus 75c.



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For girls & ladies. Available in red, green, navy blue or brown. Sell one order.



COWBOY JR. GUITAR
Ideal for beginners. Complete instructions. Nylon strings. Sell one order plus 75c.



A GREAT KNIFE OUTFIT
Husky hunting knife plus four blade Camp knife. Double leather belt sheath. Sell one order.



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DAISY'S RED RIFLE COWBOY CARBINE
A fast-shooting 800 shot Air Rifle. Sell one order plus \$2.00.

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